



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 330543

Schedule Dates 09/09/12-09/17/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D'ETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR, **NO SPOTS CAN AIR ON 9/11**

Date Entered 09/07/12
Last Modified 09/19/12
Entered By Dana Dixon
CO-OP No
Headline # 06307760
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,779.50
Net Total \$15,750.50
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	24	\$18,530.00
Grand Total:	24	\$18,530.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	5:58A- 7A (PST)				1	1	1			2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/7/12
1.0.1	Closed Preempt	09/12/12															Seattle (KIRO)	Breaking News Interrupt/Spot - CBS - Embassy situation in Lybia	
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:58A- 7A (PST)		1							1	\$455.00	\$455.00	Seattle (KIRO)	6AM NEWS	9/7/12
3.0	Normal Line / Spot	09/10/12-09/14/12	2	:30	5P- 5:30P (PST)		1		1		1			2	\$950.00	\$1,900.00	Seattle (KIRO)	5PM NEWS	9/7/12
3.0.1	Closed Preempt	09/10/12															Seattle (KIRO)	Sports Over Run/Spot - US Open - tennis ran long	
4.0	Normal Line / Spot	09/17/12-09/17/12	2	:30	5P- 5:30P (PST)		1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/7/12
5.0	Normal Line / Spot	09/10/12-09/13/12	3	:30	6:58P- ENTERTAINMENT TONIGHT		1			1				2	\$675.00	\$1,350.00	Seattle (KIRO)	ENT TONIGHT	9/7/12
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	6:58P- ENTERTAINMENT TONIGHT		1							1	\$675.00	\$675.00	Seattle (KIRO)	ENT TONIGHT	9/7/12
7.0	Normal Line / Spot	09/12/12-09/14/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN				1	1	1			3	\$465.00	\$1,395.00	Seattle (KIRO)	D LETTERMAN	9/7/12
8.0	Normal Line / Spot	09/17/12-09/17/12	2	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$465.00	\$465.00	Seattle (KIRO)	D LETTERMAN	9/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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9.0	Normal Line / Spot	09/09/12-09/09/12	2	:30	11P- 11:35P (PST)								1	1	\$980.00	\$980.00	Seattle (KIRO)	11PM NEWS	9/7/12
10.0	Normal Line / Spot	09/10/12-09/14/12	2	:30	11P- 11:35P (PST)		1		1	1	1			4	\$1,100.00	\$4,400.00	Seattle (KIRO)	11PM NEWS	9/19/12
11.0	Normal Line / Spot	09/17/12-09/17/12	2	:30	11P- 11:35P (PST)		1							1	\$1,355.00	\$1,355.00	Seattle (KIRO)	11PM NEWS	9/7/12
12.0	Normal Line / Spot	09/15/12-09/16/12	2	:30	11P- 11:35P (PST)							1	1	2	\$980.00	\$1,960.00	Seattle (KIRO)	11PM NEWS	9/7/12
13.0	Normal Line / Spot	09/12/12-09/14/12	3	:30	4:57A- 5:58A (PST)	1			X	X	X			1	\$330.00	\$330.00	Seattle (KIRO)	5AM NEWS	9/7/12
14.0	Normal Line / Spot	09/10/12-09/10/12	10	:30	6P- 6:30P (PST)		1										Seattle (KIRO)		9/13/12
14.0.1	Closed Preempt	09/10/12															Seattle (KIRO)	Order Error/Exception -	
15.0	M/G For 3.0.1 / Spot	09/10/12-09/10/12	2	:30	6:16P- 7P (PST)		1								\$950.00		Seattle (KIRO)	5PM NEWS	9/13/12
15.0.1	Closed Preempt	09/10/12															Seattle (KIRO)	No Avail/Spot -	
16.0	M/G For 1.0.1 / Spot	09/17/12-09/17/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1							1	\$455.00	\$455.00	Seattle (KIRO)		9/13/12
17.0	M/G For 15.0.1 / Spot	09/10/12-09/10/12	4	:30	6:16P- 7P (PST)		1							1	\$950.00	\$950.00	Seattle (KIRO)	5PM NEWS	9/14/12

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